Agenda Item: 6 BAR Meeting: 05/20/2015

Board of Architectural Review

DATE: May 15, 2015

TO: Board of Architectural Review Chair and Members

THROUGH: Jason Sutphin, Community Development Division Chief 705

FROM: Kelly O'Brien, AICP, BAR Liaison SUBJECT: 3975 University Drive – Foster Building

ATTACHMENTS: 1. Relevant Code Sections

Current Master Sign Plan
 Proposed changes and plans

Nature of Request

1. Case Number: 15020057

2. Address: 3975 University Drive

3. Request: Update of approved Master Sign Plan

4. Applicant: North Street Associates, L.C.

5. Applicant's Representative: Arthur E. Foster

6. Zoning: C-2, Old Town Fairfax Transition Overlay District

Staff Comments

Background and Proposal:

The Foster Building, located on the corner of University Drive and North Street, was constructed in 1986. The four story building has a total floor area of 62,484 square feet. A special exception to allow a building mounted identification sign on a multitenant office building was approved in 1990.

The Board of Architectural Review approved a proposed building mounted sign and a master sign plan for the property in February 1995. The BAR approved subsequent signage for the building in June 1996, February 1998 and July 2000. The approved deviations from the Master Sign Plan included black returns rather than dark bronze and logo height of 27" rather than 18". There were requests for white letter returns and larger letter height that were not approved.

On April 29, 2015 City Council approved a special exception to Sec. 110-180(b)(2)c 3ii to allow tenant signage at a height greater than 3.5 feet above the finished floor level of the second story of a multi-tenant commercial building. The proposed signage will be located above the finished floor level of the third floor. There are six total signs proposed in addition to the four existing signs on the building. Only one of the six is proposed to be installed in the near future with the other five as proposed for future tenants.

The applicant is requesting approval to update the existing Master Sign Plan to remove some of the restrictions that are not consistent with current City Code and Design Guidelines and are often permitted as exceptions.

Agenda Item: 6 BAR Meeting: 05/20/2015

Analysis:

The modifications to the Master Sign Plan include the following:

- 1. Remove the total number of signs permitted.
- 2. Amend the locations of signs to include the approved allowance to locate on the third floor.
- 3. No change.
- 4. No change.
- 5. Modify to allow letter height to meet City standards.
- 6. No change.
- 7. No change.
- 8. Remove height limitation to logos.
- 9. No change.
- 10. No change.
- 11. Remove requirement that letters be upper and lower case.

The applicant has stated in the letter of justification that no tenant signage shall exceed 40 square feet in size or a maximum of 435 square feet. This does not take into account the 10% bonus for the approved master sign plan.

From the Community Appearance Plan:

To further establish the Transition District as a transition to the City's historic core, all commercial and traffic signs should be compatible with the signs in the Historic District as detailed in the Guidelines

From the Old Town Design Guidelines:

The goal of the transition district is to respect and reinforce the distinctive character of the neighboring historic district. While some of the developments can be expected to be larger scale in the transition district, the sign requirements should attempt to generally reflect the sign character of the historic district.

1. Back-lit wall mounted linear signs within the transition district should have dark backgrounds with light letters.

No color changes or signage style changes are being requested. Staff believes the updated to the Master Sign Plan is consistent with the design guidelines for the Transition District.

RECOMMENDATIONS

The proposed plan is consistent with the City's design criteria. Staff therefore recommends that the application be approved with the following conditions:

- 1. The proposed construction, materials, and colors shall conform to the elevations and material samples provided by the Applicant, and as may be modified below or as may be modified to reflect any additional improvements that may be required by the Zoning Ordinance, Building Code and/or the Board of Architectural Review, and as may be modified by the Director of Community Development and Planning.
- 2. The applicant shall secure all required building and sign permits.

ATTACHMENT #1

Relevant Code Sections

Sec. 110-1071. Designation of districts.

(a) The architectural control overlay district is hereby designated as all land in the city which is located outside an historic district and zoned for other than single-family detached residences. In addition, any lot, parcel or area of land within any area zoned for single-family detached residences outside an historic district which is used for other than single-family detached residences or which is the subject of an application for a special use permit or building permit involving any such other use shall be part of the architectural control overlay district. The provisions of this article shall not apply to single-family attached residences after such residences have been initially erected.

Sec. 110-1072. Approval required for improvements.

(a) No structure or improvement located on any land within the architectural control overlay district, including significant landscape features appurtenant to such structure or improvement, shall be erected, reconstructed, altered or restored until the plans for the exterior architectural features and landscaping have been approved by the board of architectural review or the city council in accordance with the provisions of article XIX of this chapter. Plans for signs appurtenant to new and renovated shopping centers, and as otherwise provided for multi-tenant commercial buildings in subsection 110-180(b) shall also be subject to board of architectural review or the city council approval. The board of architectural review shall confine its review and approval to only those features which are subject to view from a public street, way or place. The provisions of this article shall not apply to regular maintenance of a structure, improvement or site; however, an exterior color change of a structure, or substantial portion thereof, shall be deemed an alteration and not regular maintenance.

Sec. 110-915. Powers and duties.

The board of architectural review shall have the following powers and duties:

(2) To review and decide any application requesting approval for exterior architectural features of any structure, improvement or significant landscape feature associated with such structure or improvement to be erected, reconstructed or substantially altered in an architectural control district.

Sec. 110-180. - Signs permitted.

- (b) Special regulations.
 - (2) Multitenant commercial buildings not located within an historic district.
 - c. Individual multitenant commercial or industrial building on a single lot.
 - 1. Building identification signs. Individual multitenant commercial buildings on a single lot shall be permitted one ground-mounted or building-mounted sign not to exceed one-half square foot for each linear foot of building frontage to a maximum of 50 square feet in area for the purpose of identifying the name of the building within

Agenda Item: 6 BAR Meeting: 05/20/2015

- which such commercial uses are located. Such sign shall identify only the name of the building or the principal occupant thereof.
- 2. Building directory sign. Individual multitenant office or industrial buildings on a single lot shall be permitted one building-mounted or ground-mounted directory sign not to exceed 20 square feet in area for the purpose of identifying the names and locations of uses within the building; however, the use of a ground-mounted directory sign shall preclude the use of any other ground-mounted sign on that same building or street frontage.
- 3. Tenant signs. Individual multitenant commercial or industrial buildings shall be permitted building-mounted signs identifying individual tenants.
 - i. Each building shall be permitted, as a matter of right, a maximum cumulative total of such signs not exceeding one-half square foot for each linear foot of building frontage. The maximum cumulative total of tenant signage for each building may be increased to not greater than 1.50 square feet for each linear foot of building frontage, provided that a conceptual master plan for all tenant, directory, building identification and center identification signs has been reviewed and approved by the board of architectural review or the city council, in accordance with the provisions of article XIX of this chapter. Such master plan shall include the information specified in subsection (b)(2)b. of this section. Only one such master plan shall be required to increase the amount of signage as specified in this subsection i. Individual tenant signs shall not be subject to subsequent review by the board of architectural review or the city council, provided that all signs erected are consistent with the approved master plan. The maximum area permitted for any one tenant sign shall be 50 square feet.
 - ii. On multi-story buildings, no tenant sign shall be permitted at a height greater than 3½ feet above the finished floor level of the second story.
- d. Design approval bonus. The permitted sign area for multitenant commercial buildings not located in the Old and Historic District shall be increased by ten percent if the sign design and location are reviewed and approved by the board of architectural review or the city council, in accordance with the provisions of article XIX of this chapter. In its deliberations, the board of architectural review or the city council shall consider the visual appropriateness and uniformity of signs with respect to design, color and location, and their integration with the architectural form of the building. The board of architectural review or the city council may impose conditions for approval relative to such considerations.



Project:

Aiken, Carroll & Company

3975 University Drive, #440

BAR 669-94-4T

City of Fairfax

Applicant:

David Haynes

City Hall • Fairfax, Virginia 22030-3630

CERTIFICATE OF APPROVAL CITY OF FAIRFAX BOARD OF ARCHITECTURAL REVIEW

Pursuant to Articles XVII, XVIII, XIX, and XX of the City of Fairfax Zoning Ordinance your proposed building-mounted sign (as submitted) and master sign plan was approved on February 1, 1995, with the following conditions:

- 1. Total number of signs for this location be eight (8);
- 2. All signs be mounted at the same elevation between the first floor area and the second story window (as shown on drawing 1.95.298);
- 3. All signs be nonilluminated;
- 4. All signs be individual cut out letters, manufactured of 3/4" thick Sintra with all faces painted white and all returns painted 313 Dark Bronze;
- 5. Each proposed sign fit in the designated area, which is four feet tall by ten feet long, with the maximum letter height of eight inches for capital letters and six inches for lower case letters, with no letter height less than four inches;
- 6. Signs may have a logo if required by tenant;
- 7. Logo be painted white with Dark Bronze on black as contrasting colors available to future tenants;
- Logo height be 18 inches at its tallest point;
- 9. All letters be pin-mounted with 3/16" aluminum pins set into 1/4" predrilled holes filled with silicone adhesive (as shown on drawing 1.95.298);
- 10. Proposed letter styles be limited to Helvetica, Helvetica Regular, Standard Block, Roman, Century Schoolbook, Palatine and Optima; and
- Proposed letters styles include upper and lower cases.



- 1. All submitted design drawings, construction specifications, and other application materials shall become the property of the City of Fairfax and shall be available for public review at the Department of Community Development and Planning.
- 2. The applicant(s) shall not deviate from the approved design. Any such deviation shall be subject to the penalties provided by the City of Fairfax Zoning Ordinance. Any subsequent changes to the proposed building, or site design, including architectural details, color, and materials, *must* be approved by the staff and the BAR, prior to the construction.
- 3. The applicant is responsible for incorporating this approved design with its conditions into the plans submitted to the City of Fairfax and for obtaining all City required permits prior to construction or installation.
- 4. This Certificate shall become null and void if no significant improvement or alteration is made in accordance with the approved application within twelve (12) months from the date of approval.

Chairman

Bygy V. Nagrier
Secretary

Date





February 06, 2015

FER 10 2015

Community Development & Planning 10455 Armstrong Street, Room 207A Fairfax, VA 22030 Attn: Jason D. Sutphin – Division Chief

Gentlemen:

North Street Associates, L.C., acting on behalf of Invincea, Inc. (current tenant) and future tenants, request signage be granted under the Special exceptions provision of the Fairfax City Code on our existing multistory building located at 3975 University Drive within the Old Town Fairfax Transition District.

Attached please find Invincea's proposed sign design by Webb Signs which includes text, size, color, materials and attachment above the finished floor level of the *third* story at the northeast corner of the intersection of University Drive and North Street. All future signage will be similar in all aspects to existing and proposed signage not to exceed a maximum of 40 square feet per sign or a maximum cumulative total of 435 square feet (allowed tenant signs not greater than 1.50 square feet for each linear foot of building frontage). Per Jason Sutphin's advice and direction during a pre-application meeting, North Street Associates, L.C. is also requesting additional signage locations along the South and West faces of the building above the finished floor level of the *third* story for future tenants noted on the building elevation drawing as Proposed/Future Signage.

As per the below referenced section of the Fairfax City Code, North Street Associates, L.C. believes we are within our right to request and should be granted additional and future signage above the finished floor level of the *third* story. First, the growth of the mature trees along University Drive obstructs site lines for the originally designed sign locations above the finished floor level of the *second* story. Second, the construction of the library building east of our property restricts visibility of originally designed sign locations along the East face of the building. Lastly, our request is in line with what was previously granted for The Green Turtle Sports Bar & Grille at the building across University Drive from ours.

DIVISION 7. - SIGNS

Sec. 110-185. – Special exceptions.

- (2) Special exceptions shall be granted only if:
 - The applicant has clearly demonstrated that requirements contained in this division will present a unique burden due to unusual topography, vegetation, building design or lot shape; and
 - The city council has determined that the granting of special exceptions will not be inconsistent with the comprehensive plan or the purpose of this division as stated in section 110-176

Thank you in advance for your assistance with this matter. Should you have questions or require additional information, please give me a call (703) 385-8900.

NORTH STREET ASSOCIATES, L.C.

arthur 2. Foster, Manages

Arthur E. Foster

Manager



Project:

Aiken, Carroll & Company

3975 University Drive, #440

BAR 669-94-4T

City of Fairfax

City Hall • Fairfax, Virginia 22030-3630

Applicant:

David Haynes

CERTIFICATE OF APPROVAL . CITY OF FAIRFAX BOARD OF ARCHITECTURAL REVIEW

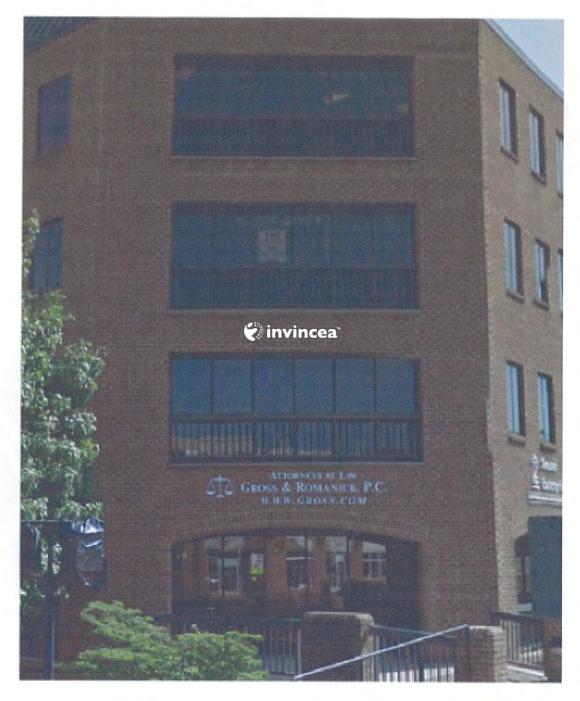
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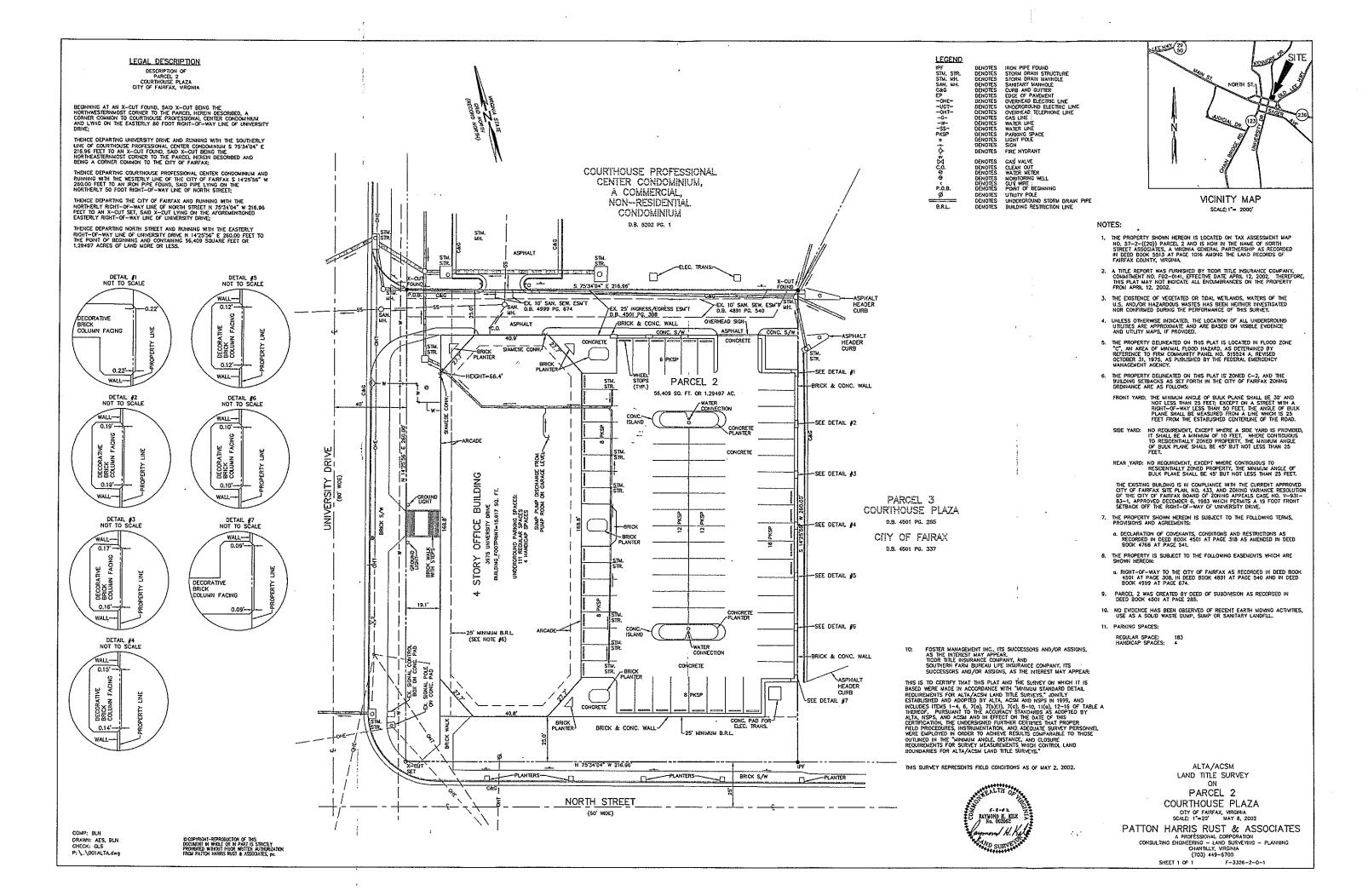
Invincea - Exterior Sign - Proposed Location #4

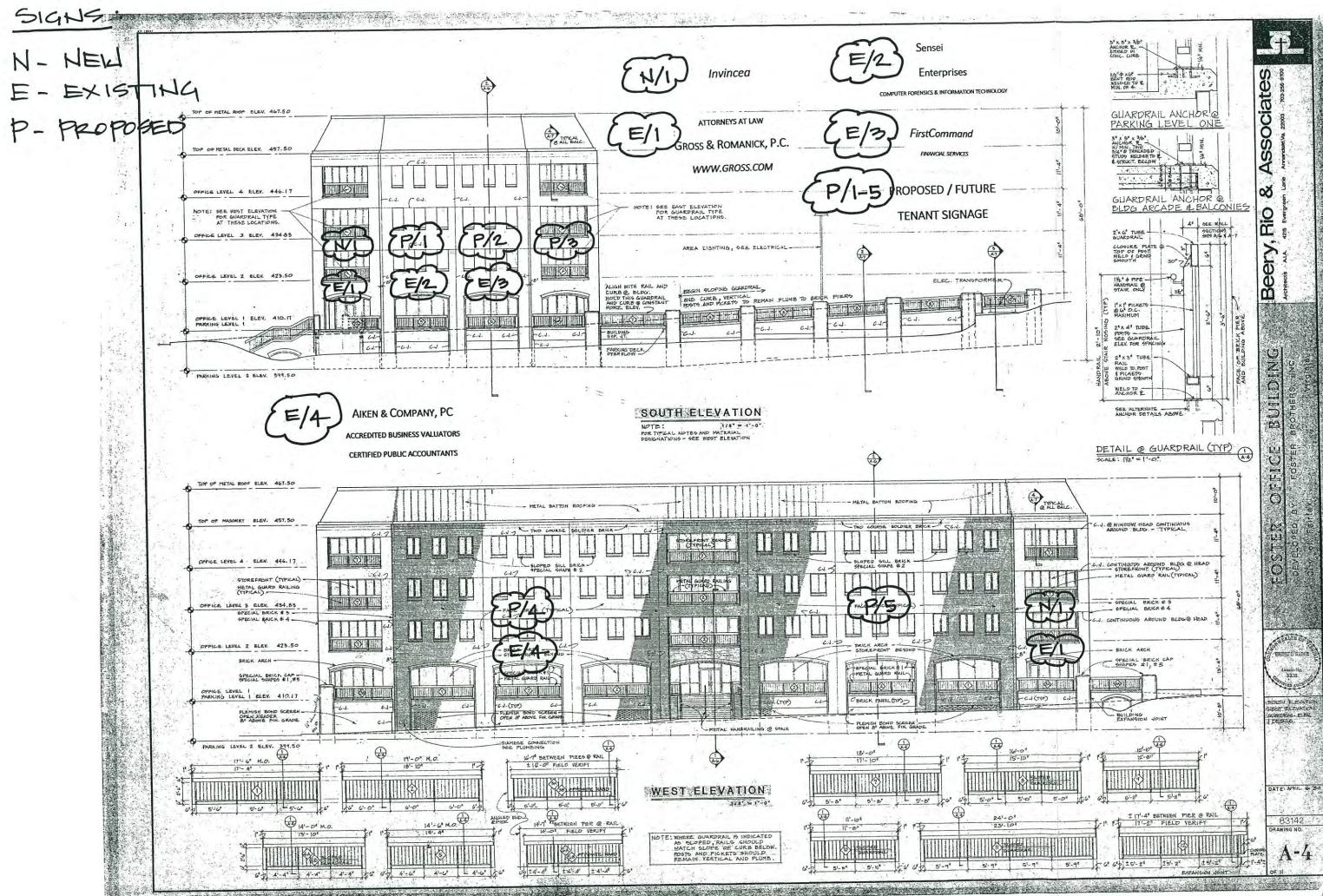
- +~23.5"H x 120"W overall size
- + 1/2" thick white acrylic, stud mounted flush to brick wall





This drawing was prepared in accordance with information submitted. Changes to drawings may incur additional charges. Signed approval of submitted drawing is required prior to manufacture. Approval of drawing acknowledges that it is correct and supersedesall previous drawings and/or specifications related to this order. Any changes, corrections or remakes of products manufactured in accordance to approved drawings will be at purchaser's expense. Confidential and proprietary information of Webb Signs, Inc. may not be used or reproduced without Webb Signs, Inc. prior written consent. No part of this drawing, design, arrangement or idea thereon shall be duplicated or used for any purpose without express written permission of Webb Signs, Inc.





North Street associates, L.C. authur 2. Forter, Manager

